<u>**LISTING OF THE CLAIMS**</u>

This listing of claims will replace all prior versions, and listings of claims in the application:

Claim 1 (canceled).

2. (currently amended)   The method according to claim [[1]] 82, further comprising: providing incentives to the plurality of persons from whom the personal trait and preference data was received.

3. (previously presented)   The method according to claim 2, further comprising: providing flash advertisements to the user searching the records of the electronic architecture.

4. (previously presented)   The method according to claim 3, wherein the flash advertisements are based on data relevant to the used to search the records of the electronic architecture.

5. (original)   The method according to claim 4, wherein the flash advertisements include advertisements for the purchase of products and services.

6. (previously presented)   The method according to claim 5, wherein the flash advertisements are provided to the user searching the records of the electronic database after a threshold of relevance is established between at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information and the products and services advertised.

7. (previously presented)   The method according to claim 4, wherein the flash advertisements feature products and services based on the data from the electronic architecture pertaining to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information.

8. (original) The method according to claim 5, wherein the flash advertisements feature preference data from the electronic architecture that is selectively relevant to an advertiser of the products and services.

9. (original) The method according to claim 7, wherein the flash advertisements include Internet links to the advertised products and services.

10. (original) The method according to claim 5, wherein the products and services advertised are separately catalogued in the electronic architecture, and the incentives enable the purchase of selected catalogued products and services.

11. (currently amended) The method according to claim [[1]] 82, wherein the user parameter does not relate to the user.

12. (currently amended) The method according to claim [[1]] 82, further comprising:
    presenting questions to the user searching the records; and
    receiving responses to the questions.

13. (original) The method according to claim 12, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored data in the electronic architecture.

14. (previously presented) The method according to claim 12, wherein the questions are selectively presented to the user based on the trait and preference data.

15. (currently amended) The method according to claim [[1]] 82, wherein the personal trait and preference data is received via the Internet.

16. (currently amended) The method according to claim [[1]] 82, wherein the searching of the records is performed by correlating values related to the traits and preferences identified in

the user parameter so as to return records within a predefined differential from those traits and preferences.

Claim 17 (canceled).

18.   (currently amended)   The method according to claim [[1]] 82, further comprising:
providing incentives to the plurality of persons or the user to recruit others input personal traits and preferences into the electronic architecture.

Claim 19 (canceled).

20.   (currently amended)   The method according to claim [[1]] 82, further comprising:
searching the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the electronic architecture.

Claims 21-23 (canceled).

24.   (previously presented)   The method according to claim 3, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

Claims 25-27 (canceled).

28.   (previously presented)   The method according to claim 12, wherein the questions are based on the at least one of the user parameter used to search the records of the electronic architecture, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information.

29. (currently amended) The method according to claim [[1]] 82, further comprising:
modifying the user parameter to include at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, the user information, and at least some of the other personal trait and preference data;
and enabling the user to perform another search of the electronic architecture..

30. (currently amended) The method according to claim [[1]] 82, further comprising sending an electronic message to at least one person identified by a record in the electronic architecture or to a plurality of persons identified by a plurality of records in the electronic architecture.

31. (currently amended) The method according to claim [[1]] 82, further comprising providing a message board as a function of on the user parameter used to search the records, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of persons whose record is returned as a result of the search.

32. (currently amended) The method according to claim [[1]] 82, wherein the records of the electronic architecture can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

Claim 33 (canceled).

34. (currently amended) The method according to claim [[1]] 82, further comprising inputting personal preference data for storage in the records of the electronic architecture.

Claims 35-38 (canceled).

39. (currently amended) The method according to claim [[1]] 82, further comprising:
providing questions as an aspect of searching the records; and
receiving a response to the questions.

40. (previously presented) The method according to claim 39, wherein the questions are based on the at least one of the user parameter used to search the records of the electronic architecture, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information .

Claims 41-55 (canceled).

56. (currently amended) The system according to claim [[55]] 83, further comprising incentives provided to the plurality of persons from whom the personal trait and preference data was received.

57. (currently amended) The system according to claim [[55]] 83, further comprising flash advertisements provided to the user searching the records of the electronic architecture.

58. (previously presented) The system according to claim 57, wherein the flash advertisements are based on data relevant to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information used to search the records of the electronic architecture.

59. (previously presented) The system according to claim 58, wherein the flash advertisements include advertisements for the purchase of products and services.

60. (previously presented) The system according to claim 59, wherein the flash advertisements are provided to the user searching the records of the electronic database after a threshold of relevance is established between the user parameter and the products and services advertised.

61. (previously presented) The system according to claim 58, wherein the flash advertisements feature products and services based on the data from the electronic architecture pertaining to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information.

62. (previously presented) The system according to claim 59, wherein the flash advertisements feature preference data from the electronic architecture that is selectively relevant to an advertiser of the products and services.

63. (previously presented) The system according to claim 61, wherein the flash advertisements include Internet links to the advertised products and services.

64. (previously presented) The system according to claim 59, wherein the products and services advertised are separately catalogued in the electronic architecture, and the incentives enable a purchase of selected catalogued products and services.

65. (currently amended) The system according to claim [[55]] 83, wherein the personal preference data includes visual and audio data of the plurality of persons.

66. (currently amended) The system according to claim [[55]] 83, further comprising:
    questions provided to the user searching the records; and
    responses received from the user to the questions.

67. (previously presented) The system according to claim 66, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored data in the electronic architecture.

68. (previously presented) The system according to claim 66, wherein the questions are selectively presented to the user based on the trait and preference data.

69. (currently amended) The system according to claim [[55]] 83, wherein the personal trait and preference data is received via the Internet.

70. (currently amended) The system according to claim [[55]] 83, further comprising:
incentives provided to the plurality of persons or the user to recruit others input personal traits and preferences into the electronic architecture.

71. (currently amended) The system according to claim [[55]] 83, further comprising: a search feature enabling a user to search the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the electronic architecture.

72. (previously presented) The system according to claim 57, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

73. (previously presented) The system according to claim 66, wherein the questions are based on the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information used to search the records of the electronic architecture.

74. (currently amended) The system according to claim [[55]] 83, wherein the user interface further modifies the user parameter to include at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, the user information, and at least some of the other personal trait and preference data, and further wherein the user interface enables the user to perform another search of the electronic architecture.

75. (currently amended) The system according to claim [[55]] 83, further comprising sending an electronic message to at least one person identified by a record in the electronic architecture or to a plurality of persons identified by a plurality of records in the electronic architecture.

76. (currently amended) The system according to claim [[55]] 83, further comprising a message board that is provided and based on the at least one of the user parameter used to search the records, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of persons whose record is returned as a result of the search.

77. (currently amended) The system according to claim [[55]] 83, wherein the records of the electronic architecture can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

78. (currently amended) The system according to claim [[55]] 83, wherein the electronic architecture comprises a database and a database management system.

Claims 79-81 (canceled).

82. (new) A method for providing to an internet searcher preference-related information from a plurality of members who are registered with a data provider, the method comprising:

providing an electronic architecture that stores information from the plurality of registered members and further from a plurality of providers of goods or services;

registering a plurality of users of the data provider to enable the users to become members, wherein the registering includes receiving from the users personal trait information that represents a plurality of characteristics of the respective users and further includes receiving from the users preference information that represents at least one brand of good or service identified by the respective users and wherein the preference information further represents a degree to which the at least one brand of good or service is preferred by the respective users;

receiving from the providers of goods or services brand information representing goods or services offered for sale by the providers;

receiving payment from the providers of goods or services in exchange for the data provider advertising the goods or services offered for sale by the providers;

compiling the personal trait information and the preference information received from the members, and the brand information received from the providers of goods or services in the electronic architecture;

prompting the internet searcher to submit search criteria that represents at least one personal trait and at least one good or service;

receiving from the searcher the search criteria;

performing a first search of the electronic architecture in response to a request by the searcher for a first search result, wherein the first search retrieves preference information from at least one of the members that corresponds to the search criteria;

providing the first search result to the searcher;

performing a second search of the electronic architecture for a second search result, wherein the second search retrieves preference information from at least one of the members that corresponds to the brand information and further corresponds to the at least one personal trait or the at least one good or service defined in the search criteria; and

providing the second search result to the searcher if the second search results is not included in the first search result.

83. (new) A method for providing to an internet searcher preference-related information from a plurality of members who are registered with a data provider, the method comprising:

providing an electronic architecture that stores information from the plurality of registered members and further from a plurality of providers of goods or services;

registering a plurality of users of the data provider to enable the users to become members, wherein the registering includes receiving from the users personal trait information that represents a plurality of characteristics of the respective users and further includes receiving from the users preference information that represents at least one brand of good or service identified by the respective users and wherein the preference information further represents a degree to which the at least one brand of good or service is preferred by the respective users;

receiving from the providers of goods or services brand information representing goods or services offered for sale by the providers;

receiving payment from the providers of goods or services in exchange for the data provider advertising the goods or services offered for sale by the providers;

compiling the personal trait information and the preference information received from the members, and the brand information received from the providers of goods or services in the electronic architecture;

prompting the internet searcher to submit search criteria that represents at least one personal trait and at least one good or service;

receiving from the searcher the search criteria;

performing a first search of the electronic architecture in response to a request by the searcher for a first search result, wherein the first search retrieves preference information from at least one of the members that corresponds to the search criteria;

providing the first search result to the searcher;

performing a second search of the electronic architecture for a second search result, wherein the second search retrieves preference information from at least one of the members that corresponds to the brand information and further corresponds to the at least one personal trait or the at least one good or service defined in the search criteria; and

providing the second search result to the searcher if the second search results is not included in the first search result.

84. (new) A method for providing an internet user engaged in an information search preference-related information from a plurality of users who become members of a database that is operable cooperative with an Internet site, membership defined as internet users who have provided at least personal preference information to a data provider, the method comprising:

providing an electronic architecture that stores information from a plurality of said members and further from a plurality of providers of goods or services;

prompting a plurality of users to enable the users to become members, wherein interactivity between the data provider and members includes the data provider requesting and receiving personal trait information by way of said site, said personal trait information representing a plurality of characteristics of the respective users and further includes receiving from the users preference information, wherein the preference information represents at least one disclosure related to personal information, said personal information including preferences associated with emotions, feelings and other people, said preference information further including at least one brand of good or service identified by the respective users and wherein the preference information further represents a degree to which the at least one brand of good or service is preferred by users;

making available to the providers of goods or services at least exposure to selected users of their branded goods or services, said exposure occurring selectively when criteria

including information provided by users related to a search identifies the user as an appropriate recipient of said exposure;

compiling the personal trait information and the preference information received from the members, and information related to branded goods and services of the providers in the electronic architecture;

prompting the searcher to submit search criteria representing at least one personal trait and at least one preference information category, selectively related to those including within the member information of the database;

receiving from the searcher the search criteria;

performing a first search of the electronic architecture in response to a request by the searcher for a first search result, wherein the first search retrieves at least some of any available preference information from at least one of the members that corresponds directly to the search criteria;

providing the first search result to the searcher by way of said site;

performing an automatic second search of the electronic architecture for a second search result related to said first search though does not provide the specifically requested information of said first search, wherein the second search retrieves preference information from at least one of the members that corresponds to selectively relevant aspects of the information related to branded goods and services and further corresponds in at least an aspect to the at least one personal trait or the at least one preference defined in users initial search criteria; and

providing the second search result to the searcher if the second search results is not a component of the first search result.